

OVERSEAS VISITORS TO TUCSON SUMMARY - 2005**

Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Overseas Visitation	43,000	ADVANCE TRIP PLANNING		Phoenix	17.8%
DEMOGRAPHICS		Avg. Advance Trip Decision	95.9 days	Grand Canyon NP	2.8%
AGE (years)		Avg. Advance Air Reservations	66.0 days	Glen Canyon NP	-
Male Average	46.6 years	Use of Pre-Booked Lodging	56.7%	OTHER DESTINATIONS VISITED	
Female Average	47.5 years	USE OF PACKAGES		# of States Visited	2.4
HOUSEHOLD INCOME		YES	11.5%	# of Destinations Visited	3.2
Average HH Income	\$74,700	Guided Tour	8.0%	California	36.4%
< \$40,000	24.3%	Air/Lodging	3.7%	Los Angeles	19.1%
\$40,000 - \$79,999	40.2%	Air/Rental Car	2.4%	San Francisco	17.7%
\$80,000 - \$119,999	18.7%	Air/Lodging/Rental Car	2.4%	San Diego	5.5%
\$120,000+	16.8%	Air/Lodging/Tour	0.3%	Nevada	19.5%
PARTY COMPOSITION		Air/Lodging/Bus	0.1%	Las Vegas	19.3%
Avg. Travel Party (mean)	1.3	Air/Lodging/Bus/Tour	0.1%	New York	12.0%
Traveling Alone	54.8%	INFORMATION SOURCES		Florida	9.5%
Spouse	18.8%	Travel Agency	56.5%	Texas	9.4%
Family/Relatives	14.8%	Personal Computer	34.6%	Utah	5.2%
Friends	8.3%	Airlines Directly	10.9%	Bryce Canyon N.P.	2.4%
Business Associates	7.9%	Friends/Relatives	9.4%	Zion N.P.	2.0%
Group Tour	0.8%	Travel Guides	6.2%	Monument Vally N.P.	1.2%
Adults Only	96.5%	State/City Travel Office	5.9%	New Mexico	4.3%
Adults and Children	3.5%	Corporate Travel Dept.	4.4%	Washington DC	4.2%
GENDER		Other	3.9%	Maryland	4.1%
Male	61.3%	TV/Radio	1.9%	Illinois	3.5%
Female	38.7%	Newspapers/Magazines	1.3%	Ohio	3.2%
FREQUENT TRAVELERS		Tour Company	0.9%	Pennsylvania	3.1%
Repeat Visitor to the U.S.	90.0%	ACCOMMODATIONS		Michigan	2.7%
U.S. Trips last 12 Months	2.1	Hotel/Motel	59.9%	Colorado	2.2%
U.S. Trips last 5 Years	7.4	Private Home	38.8%	New Jersey	1.5%
1 Trip	15.0%	Other	1.4%	LEISURE ACTIVITIES	
2 - 5 Trips	45.5%	TRANSPORTATION IN U.S.		Dining in Restaurants	89.0%
6+ Trips	39.5%	Airlines in U.S.	55.4%	Shopping	83.3%
ORIGIN MARKETS		Taxi/Cab/Limousine	38.1%	Visit Historical Places	47.7%
UK	15.4%	Company or Private Auto	35.8%	Sightseeing in Cities	43.5%
Germany	11.8%	Rented Auto	35.3%	Visit Small Towns	38.7%
Japan	9.1%	City Subway/Tram/Bus	18.6%	Visit National Parks	32.9%
Mexico	8.0%	Motor Home/Camper	2.9%	Touring Countryside	30.7%
Australia	6.5%	LENGTH OF STAY		Art Gallery/Museum	29.3%
Italy	6.3%	# of Nights in Arizona (mean)	8.4 nights	Casinos/Gambling	28.6%
South America	5.8%	# of Nights in U.S. (mean)	24.8 nights	Cultural Heritage Sites	22.8%
Switzerland	5.6%	PURPOSE/ACTIVITIES		Concert/Play/Musical	22.3%
France	4.1%	MAIN PURPOSE OF TRIP		Amusement/Theme Parks	21.4%
India	4.0%	Leisure & VFR	57.2%	Guided Tours	17.1%
PORT OF ENTRY		Leisure/Rec./Holidays	29.8%	Visit Native Am. Comm.	13.0%
Los Angeles	23.1%	Visit Friends/Relatives	27.3%	Nightclubs/Dancing	11.7%
Other Ports	18.6%	Other	0.1%	Ethnic Heritage Sites	10.3%
Chicago	9.7%	Business and Convention	41.5%	Golfing/Tennis	10.2%
San Francisco	9.3%	Business/Professional	28.3%	Camping/Hiking	10.0%
Atlanta	8.7%	Convention/Conference	13.2%	Attend Sports Event	8.7%
Dallas/Ft. Worth	8.4%	Study/Teaching	-	Water Sports/Sunbathing	8.7%
Washington DC	6.0%			Environ./Eco Excursions	7.4%
				Ranch Vacations	5.8%
				Hunting/Fishing	3.0%
				Snow Skiing	1.7%

** Does not include visitors from Canada or those arriving by land from Mexico.

Source: US Department of Commerce